Staff Officers' Orientation

Assistant Chief of Staff, PUBLIC AFFAIRS

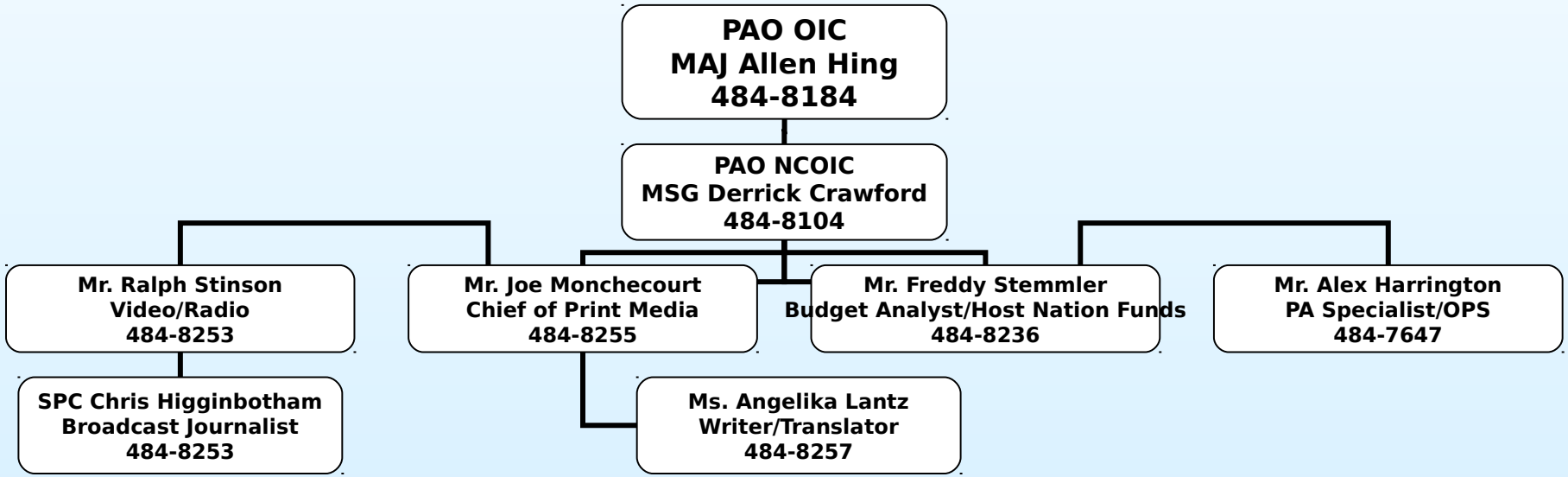
Public Affairs Office (PAO)

Where and What We Do

- **Increase the public's awareness of and confidence in its Army**
- ***Inform and educate 21st TSC* soldiers and their families**
- ***Minimize effects* of rumor, false facts, and enemy propaganda**
- ***Tell* the *story* of the 21st TSC**

Location: Panzer Kaserne, Bldg 3002, Rms 105-107
Email: aerpa@hq.21tsc.army.mil

Organizational Structure



Major Responsibilities

PA OIC

- **Control, plan and supervise all PA operations; assess and prepare plans**
- **Advise the Commanding General on all possibl newsworthy matters and their potential positiv adverse impact on the command's reputation a morale**
- **Responsible for Command information program**
- **Responsible for Public Information**

Major Responsibilities
(continued)

PA Chief - Supervise all PA military operations; assess and prepare plans
- Advise the PAO

PA Specialists - Provide PA plans, operations, and marketing strategies to the PAO
- Acquire, produce and market print/photo products

A/V Specialists - Acquire, produce and market broadcast pro

Budget Analyst - Manage BA 43 and BA 43.0012 funds for CO
- Acquire PA supplies

Three Most Important Things to Remember About PA

We're not just here to snap your picture…

✵ Public Affairs is a function of command --

- when used actively, aggressively and correctly, it is a COMBAT MULTIPLIER
- Army Policy: maximum disclosure with minimum delay *(with both good and bad news)*

❷ The Army's story is best told by its soldiers

" Media are part of the battlefield (and garrison) and are a daily reality.

We will work with them, not against them. They are the BEST way